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MUSIC VIDEO

Overture Films Lines Up Directors Out West

Overture Films, a subsidiary of EUE/Screen Gems, recently announced that it has formed exclusive arrangements with three music video directors and a separate association with another. Word comes from West Coast representative Linda Carhart who told *Back Stage* that she has signed directors Wayne Isham, Bill Dance, and Nick Mead for exclusive representation and has established a working association with noted music video director Bruce Gowers.

Overture Films was set up last month by EUE and will produce music clips, long form music programming, and concert specials (see *Back Stage*, May 18, 1984).

Carhart noted that additional negotiations involving West Coast-based directors are in the works but at press time had not been finalized. She anticipates representing three more music filmmakers, bringing the total Overture Films directorial staff to six on the West Coast. Gowers will continue to direct through his personal agent in Los Angeles and will work with Overture on a project by project basis.

Overture Films is currently working in conjunction with Beverly Hills, Ca.-based Fault Line Films on what is really Overture's first music video project since incorporating last month. Fault Line producer Glenn Goodwin said the project for MCA recording artists What Is This used an animation process called Xerography. The clip was lensed last weekend at the Chaplin Stage, Hollywood, and was scheduled to be delivered to MCA Records soon.

Newly signed Overture director Wayne Isham directed, filmed and conceived the What Is This clip for their song, "Mind My Have Still I." Officially, it is the second video to Isham's credit. The first was the clip "People Living in the U.S.A." for A&M recording artists Randyandy. Isham told *Back Stage* that he hopes to be directing for Overture Films full-time shortly, but for now, he will work with them as projects come through, while continuing his present job of managing the Chaplin Stage. Isham said he was "excited" to be working with a large organization and looks forward to directing music films for them. "What's nice about music video is that there is a lot of freedom and I don't think any other medium would allow me to do what I am doing right now, for Randyandy and What Is This. It's a nice place to start from because you do have the freedom to experiment."

Besides Isham, Overture rep Carhart will handle business for Bill Dance and Nick Mead. Dance is a recent graduate of The University of Southern California (USC) film school and has directed one clip to date for CBS recording artists Double Image. Mead recently came to California last December from London where he was directing both commercials and rock 'n' roll promos. He has considerable experience working with heavy metal bands, but worked more with pop acts before moving to the United States.

Carhart has also made an arrangement with director Bruce Gowers, one of music video's founding fathers. Gowers will still be represented by an agent in the Southland but will work for Overture on a limited basis. Gowers credits date back to the early '70s when he was directing specials in Britain. He also is credited with directing one, if not the first music video, Queen's "Bohemian Rhapsody." He's also done specials and clips for an enormous number of the biggest stars in musicland, including The Doobie Brothers, Men At Work, The Rolling Stones, Rod Stewart, Culture Club and many more.

Carhart, who worked with Chrysalis Records for 11 years before hooking up with Overture Films, says the company's West Coast work will primarily be centered around promotional video clips, but she'll be looking to do full-length music projects for both home video and cable.

Carhart can be reached at Overture's office at EUE/Screen Gems, 3701 West Oak Street, Burbank, Ca. 91505, (213) 954-3000.

—Clint Goldman

Starship Video Enlists Guido Sarducci

Don Novello re-creates his character "Father Guido Sarducci" in the new Jefferson Starship video "No Way Out." In the clip, which had its world premiere on MTV May 18, Father Sarducci is the ringleader of a fake confessional gang: he tapes confessions and compiles a dossier on Starship vocalist **Mickey Thomas.**

"No Way Out" is the first single from the newly released album "Nuclear Furniture" on Grunt Records manufactured and distributed by RCA Records.

The video clip was produced for RCA Video Productions, Inc. by Nth° Productions. **Irv Goodnoff** directed.

Shot on location in San Francisco, "No Way Out" is Jefferson Starship's first completely conceptual video clip. **Chuck Mitchell,** vice president of Program Production for RCA Video Productions, said, "The clip is noteworthy for a number of reasons, including a humorous use of sound effects and its total absence of lip-syncing. In a novel twist, each band member created his or her own character for the story. The clip reflects Jefferson Starship's customary irreverence and their own peculiar brand of zaniness plus it's great rock and roll."

Jefferson Starship is **Don Baldwin, Craig Chaquico, David Freiberg, Paul Kantner, Pete Sears, Grace Slick** and **Mickey Thomas.**

RCA Video Productions is a recently established production company with numerous credits for long-form television and home video programs.

Music Motions Releases Simon Video

Music Motions, a new company producing and distributing music shorts specifically and exclusively for theatrical exhibition, has just released

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MTI Creates Dance Music Video

MTI provided studio, post-production, animation and set design and construction services for "Ultra-flash!," a star-studded program released by Vestron Video.

Michael Bernhaut directed this fast-paced piece of complex choreography. Stars like Alvin Ailey's **Neisha Folkes** and 'break dancer' **Dena D'Orazio** made the production come alive.

The program was shot in Studio 'A' at MTI's Midtown facility. **Mike Saz,** creative director of CompuGraph Designs, division of MTI, edited the project; **Cal Vornberger,** director of scenic services, designed the set and supervised its construction.

Modern Telecommunications Inc. is a full-service production company offering production and post-production services to the entertainment, broadcast, cable and industrial marketplaces. Video animation, graphic design, computerized editing, five columnless stages, scenic design and construction, as well as satellite broadcasting are offered at their two Manhattan facilities.

For further information call (212) 355-0510.

Cotts Shoots for "Jokerman"

Music video, says director/cameraman Jerry Cotts, is a very intimate medium. It's produced a situation where audiences want to see the artist and hear their music and lyrics at the same time. What happens, however, when the artist in question is none other than the reclusive, usually reticent Bob Dylan?

Dylan's recent music video "Jokerman" is an example of what can happen when such conditions exist. Cotts, who photographed Dylan for the live action portion of his mixed-media promo, believes that what results is "the sixties meeting the eighties"—Dylan coming to grips with music video, the latest social phenomenon to rock the music business.

Most Dylan fans like to see their hero every now and then, Cotts points out, but Dylan doesn't like to be seen. "He's very reserved," Cotts says about his subject, "and he communicates mainly through his music." As a result, Cotts (a longtime Dylan fan himself) wanted to photograph Dylan closely and simply, which by all accounts he has succeded in doing.

Story Behind "Jokerman"

The song is off the new Dylan album "Infidels." The video that accompanies the piece was designed by the noted art director and designer George Lois, principal in the ad agency Lois Pitts Gershon and the man who is widely credited with coining the "I Want My MTV" line for his agency's Warner/Amex client.

The video makes some impressive visual statements through its use of still photos, animation and live action photography. The live action was shot by Cotts, with Doros Animation performing the animation sequences. (For more on "Jokerman," see Doug Frohman's story that appeared in our *Spotlight on Music Video*, May 18, 1984, pg 18B.)

Cotts got hooked up with the "Jokerman" project through Lois and his producer, Chris Crowley. According to Cotts, Lois had designed the video as a visual analogue of Dylan's lyrics, interspersed with live action references to Dylan himself that Cott describes as being of a "classic and simple sort, which fit Dylan's own approach to things."

The piece opens with Dylan's lyrics supered over still images that relate to what the lyrics are saying. Sandwiched in between is Dylan, shot very tightly, surrounded with an eerie glow that results from what Cotts calls very careful lighting. Interestingly enough, it's in these spots that Dylan seems most elusive.

"There was an unusual quality to this shoot," Cotts recalls. "It had an altogether different aura." He feels this was mainly due to Dylan's presence on the set. "He doesn't say much, he doesn't make demands," Cott says. "He's very modest in his requests—it's almost a lack of affect."

The shoot took place on a small stage in New York. The crew numbered very few. Dylan, who is shown in tight close

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Morrow Pulls Into Sunoco

Charlie Morrow of Charles Morrow Associates, Inc. has completed the score for a :30 tv spot for Sunoco's new classic car glass promotion and their agency Wells, Rich, Greene. The spot features dazzling classic cars and their pictures on drinking glasses.

The electronic score, composed, arranged and produced by Morrow, features a different musical phrase for each car and a catchy upbeat tune, a bridge through the action, as a customer admires the glass she has just received from the service attendant. Wells creatives included **Neal Bergman,** producer, **Ed McCabe,** art director, and **Karen Larson,** copywriter.

The spot was recorded at Digital Sound Inc. and The Record Plant Studios. Charles Morrow Associates is located at 1515 Broadway, New York, NY 10036, telephone (212) 840-6014.

John Murtaugh Music Expands

Lee Katzman has joined John Murtaugh Music. Katzman is from California where he was prominent in the studios as a jazz trumpet player. He'll be responsible for all new business at the well established production firm, and can be reached at 719-5380 for further information.

John Murtaugh Music is located at 1501 Broadway, NYC.

Petersen Moves

John Petersen Music, Inc., has moved to a new address.

The John Petersen Music studio, a 24-track facility with state-of-the-art electronic music equipment, is now located at 205 East 16 Street, New York, NY 10003.

The telephone number remains (212) 477-6124.

Music Motions Releases Video

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Carly Simon's "It Happens Everyday." The 3½ minute piece is shot in 35mm wide-screen and is available in Dolby Stereo.

The film, directed and photographed by **Michael Oblowitz**, utilizes period flashbacks, poetic motifs and a diner setting inspired by the art of American painter Edward Hopper in relating Carly Simon's ballad of lost love.

Music Motions is a New York-based corporation founded by producer **Tom Hayes** and real estate developer **Shant Hovnanian.** The company proposes to enhance the movie going experience and to maximize the viewing quality of the recently developed "music video" art form by producing and distributing these exclusive music shorts. The company's production costs will be compensated through theatrical rentals.

Rufus Davis, III of Davis Theaters in Alabama cites the true value of Music Motions' innovative concept: "I consider Music Motions an attractive way to get younger people into the theater. When you're not sure of which movie you really want to see, you're going to choose the one with the music short. I see it as a deciding factor and I want that edge."

"It Happens Everyday" will debut in selected theaters throughout the East.

K,B&A Records at National Studios

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by **Dan Nichols** of Michael/Daniel Productions.

Ford Kinder and **Ann Bryant** composed and arranged. Compton Advertising creative director was **Doris Kahn**, art director was **Barbara John**, copywriter was **Bonnie Bohn**, and **Carolle Perkins** produced for the agency.

National Video Center/Recording Studios, 460 W. 42nd St., NYC (212) 279–2000.

Young Lavsky Goes East

Continued from page 50

ter National Team, based here in New York.

Debra Bedell coordinated for Music House.

Dick Lavsky's Music House is located at 16 E. 42nd Street, New York, NY 10017 (212) 687-9800.

Softball Wrap-Up

Play resumed this week with some interesting developments. The big game of the week was 2nd place TVC (4-1) against undefeated 1st place Camera Mart (5-0), both of the American Division. Camera Mart jumped to a 7-1 lead, but TVC bounced back in the 4th with 4 runs and added 4 more in the 5th inning. Led by the homer run and three hits of TVC left-fielder Fernando Cortinas, TVC gave Camera Mart their first loss of the season 13-9. A beautiful game all around. In another great game in the American Division, 2nd place Starphone (4-1) barely edged out a tough Cineffects/Syncrofilm team 9-6.

As if these games weren't enough for one weekend, in the National Division 1st place undefeated Hit Factory (4-0) had an incredibly hard fought game with 2nd place Guffanti Labs (3-2). Thanks to a tremendous grand slam by Pitcher/Manager Frankie Germano, Hit Factory pulled it out 7-4. This was Frankie's 2nd grand slam of the year! In their second game of the day, Starphone shelled Du Art 18-6. Later Du Art won 9-0 on a forfeit against local 644. MVP won their first of the year by taking a heartbreaker from PAT 19-13, after PAT had come back from a 15-2 deficit. With the season almost half over the standings are:

AMERICAN DIVISION		NATIONAL DIVISION	
Starphone Systems	6–1	Hit Factory	5–0
Camera Mart	5–1	Guffanti Labs	3–3
TVC Labs	5–1	Du Art Labs	3–4
Cineffects/Syncrofilm	2–4	MVP	1–5
Local 644	0–5	PAT	0–6.

This weekend, June 16, the games are as follows:

Randall's Island Field#4	Randall's Island Field #5
10 AM TVC vs Starphone	PAT vs Guffanti
12 PM Local 644 vs Camera Mart	Hit Factory vs Cineffects
2 PM MVP vs Du Art	Cineffects vs Camera Mart

W.B.Doner's Michigan Lottery Spot

It wasn't easy bringing the Himalayan Mountains to Southfield for a new Michigan Lottery commercial, but W.B. Doner & Co. did it.

Eric Critchley, a scenic artist, created the set for the new television commercial, which features a mountain climber and a guru. The spots are currently running in all major Michigan television markets.

Actor **Steve Furst** plays a mountain climber who struggles up the Himalayas to reach the guru, played by actor **Doug Preis,** so he can get the lucky number for the Michigan Lottery Daily Game. The guru tells him the number and the climber thanks him, telling the guru the number he was *going* to play.

What happens? The guru bets the climber's number and wins.

The strategy? To create awareness for the Daily Game. "Your hunch is as good as the next guy's. Play your hunch. Win a bunch," says the announcer in the commercial.

The commercial was shot at Producer's Color, Southfield. Lieberman & McKenzie was the production house who arranged for the artwork.

The Doner team who worked on the spot inccludes **Ed Mammen,** senior vice president, management supervisor; **Rick Friday,** vice president, account supervisor; **Dave Hanson,** senior account executive. Producer was **Hugh Broder,** vice president, administrative producer. **Bruce Broder,** senior vice president, creative director; and **John DeCerchio,** senior vice president, associate creative director, developed the creative and wrote the commercial.

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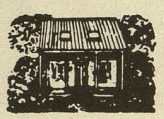

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